

125 West 55th St
New York, NY 10019

Contract # 25288982 Changes as of: 10/6/2016 at 6:14 PM Version: Highlighting Revision 2

CPE: RUBFL/ORDR/C11C17 Flight: 10/11/16 - 10/17/16 Total \$: \$5,750.00

Agency: Smart Media Group Advertiser: RUBIO, MARCO Station: WWSB

1427 LESLIE AVE Product: order Market: Sarasota-Manatee - SRA

SUITE #102 Agency Order #: 30048344 Office: WASHINGTON

ALEXANDRIA, VA Buyer: Rubin, Nancy Primary Demo: Adults 35+

22301 Con Type: POLITICAL/VOTE

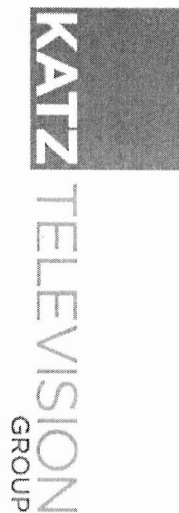
Salesperson: BRADLEY PHILIPPS Assistant: BRADLEY PHILIPPS

202-955-5342 Separation:

Comments: revised lines 1,2 to clearing rate - cut spots - added spots to line 3

Total Spots: 15
Total CPP: \$884.62
Total GRP: 6.5
Traffic #: 64015

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/11 - 10/17							Total Spots	Total		GRP				
							10/11	10/12	10/13	10/14	10/15	10/16	10/17		\$	CPP					
REV- 1	M-F 6a-7a		Good Morning Suncoast	\$350.00	0.5	30	2	1	2	1	2	1	0	0	2		6	\$2,100.00	\$700.00	3.0	
null Changes: Rate from 250 to 350																					
REV- 2	M-F 7a-9a		GOOD MORNING AMERICA	\$450.00	0.5	30	2	1	2	1	2	1	2	2	0	2		7	\$3,150.00	\$900.00	3.5
null Changes: Rate from 300 to 450																					
REV+ 3	M-F 12n-1p		News	\$250.00	0.0	30	1	0	1	0	0	0	0	0	0	0	2	\$500.00	\$0.00	0.0	
TOTALS: 3 3 2 3 0 0 4																	15	\$5,750.00	\$884.62	6.5	



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New York, NY 10019

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CPE: RUBFL/ORDR/C1C17	Flight: 10/11/16 - 10/17/16	Total \$: \$5,750.00
Agency: Smart Media Group	Advertiser: RUBIO, MARCO	Market: Sarasota-Manatee - SRA
1427 LESLIE AVE	Product: order	Office: WASHINGTON
SUITE #102	Agency Order #: 30048344	Primary Demo: Adults 35+
ALEXANDRIA, VA	Buyer: Rubin, Nancy	Con Type: POLITICAL/NOTE
22301	Salesperson: BRADLEY PHILIPPS	Assistant: BRADLEY PHILIPPS
	202-955-5342	202-955-5342
	Separation:	
		Total Spots: 15
		Total CPM: \$884.62
		Total GRP: 6.5
		Traffic #: 64015

Special Instructions	
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Date/Time	Added by	Comment	Order Level Comments
10/06/16 6:14 PM	BRADLEY PHILIPPS	revised lines 1,2 to clearing rate - cut spots - added spots to line 3	
09/25/16 9:42 AM	BRADLEY PHILIPPS	revised lines 1,2 - added line 3	
09/23/16 2:12 PM	Ronda Drago	PER JULIE LINE 1 PRG IS GOOD MNRNG SUNCOAST LN 2 REV RATE TO \$300 OFFER 1X W/O 10/11 12P NEWS @ \$250	
09/16/16 3:44 PM	System	Notice Received.	
09/16/16 12:20 PM	BRADLEY PHILIPPS	nrubin@smartmediagr.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS These are orders for Rubio Tampa 12noon cut off on Nov 8 sorry needed to send thru again no changes disregard this copy do not double book	

Market Budget: \$191,667	Competitive Information
WWSB Share: 3%	
Comment:	
Unknown: 97%	

Day/Time	% Distrib	Spots	Dollars	GRP
	100%	15	\$5,750.00	6.5
Total	100%	15	\$5,750.00	\$884.62

Month	Spots	Dollars
2016-Oct	15	\$5,750.00
Total	15	\$5,750.00

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/6/16 6:14 PM	BRADLEY PHILIPPS	Revised		6	\$0	\$5,750.00	Changes: Total CPM from \$575.00 to \$884.62. Total Spots from 21 to 15. Total GRPs from 10.0 to 6.5. Comments from revised lines 1,2 - added line 3 to revised lines 1,2 to clearing rate - cut spots - added spots to line 3. 3 buylines added or modified.
Revision	9/25/16 9:42 AM	BRADLEY PHILIPPS	Confirmed	1		\$0	\$5,750.00	Changes: Total Spots from 20 to 21. Comments from nrubin@smartmediagr.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS These are orders for Rubio Tampa 12noon cut off on Nov 8 sorry needed to send thru again no changes disregard this copy do not double book to revised lines 1,2 - added line 3. User Entered \$ from \$0.00 to \$5,750.00. 3 buylines added or modified.
Queued for Electronic Contracting	9/16/16 3:42 PM					\$0	\$0	
New	9/16/16 12:18 PM	BRADLEY PHILIPPS	Confirmed	20		\$5,750.00	\$5,750.00	Changes: Total GIMPs from 0 to 10. Total CPM from \$0.00 to \$575,000.00.

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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